

## ABSTRACT

An advertisement is selected based on a demographic profile that is determined based on a second set of categories of broadcasted programs. The second set is a set to which a category from a first set of categories of broadcasted programs has been added in response to either a selecting of the category from the first set, or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category from the first set. The advertisement may be displayed with an interactive programming guide.